



CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 31 January 2006

By: Laurie A. Torres
Laurie A. Torres

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 2970 : Group Art Unit: 3622
Appln. No.: 09/591,577 : Examiner: Yehdega Retta
Filing Date: 09 June 2000 : Att'y. Docket No.: T702-03
Title: Privacy Protected Advertising System

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted: 02/07/2006 BABRAHA1 00000026 501535 09591577
02 FC:1806 180.00 DA

Application No. 09/591,577

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

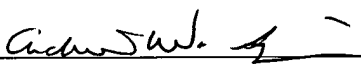
It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:

Application No. 09/591,577

- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

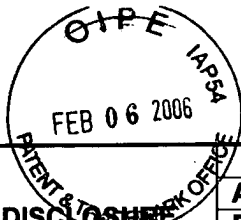
Respectfully submitted,



Andrew W. Spicer
Reg. No. 57,420
Technology, Patents and Licensing Inc.
2003 South Easton Road, Suite 208
Doylestown, PA 18901
(267) 880-1720

Date: 1/31/06

Customer Number: 27832



Form PTO/SB/08A

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 3

Complete if Known

Application Number 09/591,577
Filing Date 09 June 2000
First Named Inventor Charles A. Eldering
Group Art Unit 3622
Examiner Name Retta, Yehdega
Attorney Docket Number T702-03

U.S. PATENT DOCUMENTS

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US4546382		McKenna; William J.	10-1985
	US5223924		Strubbe; Hugo J.	06-1993
	US5231494		Wachob; David E.	07-1993
	US5233423		Jernigan; Forest E.	08-1993
	US5287181		Holman; Michael J.	02-1994
	US5374951		Welsh; Russell J.	12-1994
	US5448471		Deaton, David W.	09-1995
	US5565909		Thibadeau; Robert	10-1996
	US5579055		Hamilton; Scott	11-1996
	US5592560		Deaton; David W.	01-1997
	US5596373		White; Gail K.	01-1997
	US5608445		Mischler; Peter	03-1997
	US5635989		Rothmuller; Michael	06-1997
	US5687322		Deaton, David W	11-1997
	US5749081		Whiteis; David E.	05-1998

FOREIGN PATENT DOCUMENTS

Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	CA	2286243		SCHAFFNER	04-2001	
	WO	98721713		LEVILLE	11-1998	
	WO	9965237A1		ISMAIL	12-1999	
	WO	9966719A1		ZIGMOND	12-1999	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	Broadvision, "The Power of Personalization", 3 pgs.	
	RASKUTTI, BHAVANI, "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5 th International Conference on User Modeling, Kailuna-Kona, HI, USA, Pgs 2-5, (January 1996), 3 pgs.	
	Engage Technologies, "About Engage Technologies", (Copyright 1997), 13 pgs.	
	Firefly Corporation, "Firefly Passport Office", (Copyright 1997), 8 pgs.	
	GALLAGHER, K., "A framework for targeting banner advertising on the Internet", System Sciences 1997, Proceedings of the Thirtieth Hawaii International Conference, Vol. 4, Pgs. 265-275, (January 7-10, 1997), 12 pgs.	
	Media Metrix, "Frequently Asked Questions", 2 pgs.	
	Net Perceptions, "Adding Value in the Digital Age", 11 pgs.	

Examiner
Signature

Date
Considered

1/31/2006

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/591,577
				Filing Date	09 June 2000
				First Named Inventor	Charles A. Eldering
				Group Art Unit	3622
				Examiner Name	Retta, Yehdega
Sheet	2	of	3	Attorney Docket Number	T702-03

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US5761601		Nemirofsky; Frank R.	06-1998
	US5765030		Nachenberg; Carey S.	06-1998
	US5774664		Hidary; Jack D.	06-1998
	US5786845		Tsuria; Yossi	07-1998
	US5790935		Payton; David W.	08-1998
	US5794210		Goldhaber, A. Nathaniel	08/1998
	US5805974		Hite; Kenneth C.	09-1998
	US5883818		Salimi et al	03-1999
	US5918014		Robinson; Gary B.	06-1999
	US5926205		Krause; Edward A.	07-1999
	US5930764		Melchione, Anthony R	07-1999
	US5974299		Masseti, Enrico Emilio	10-1999
	US5974398		Hanson; Bruce Lowell	10-1999
	US5974399		Giulian;, John A.	10-1999
	US5977964		Williams; Christopher D.	11-1999
	US6002393		Hite; Kenneth C.	12-1999
	US6002394		Schein; Steven M.	12-1999
	US6009410		LeMole; Suzanne L.	12-1999
	US6014698		Griffiths; Michael John	01-2000
	US6018710		Wynblatt; Michael J.	01-2000
	US6026370		Jermyn, Michael G	02-2000
	US6055510		Henrick; Robert F.	04-2000
	US6055573		Gardenswartz, Will H.	04-2000
	US6085031		Johnson, et al	07/2000
	US6133912		Montero; Frank J.	10-2000
	US6141010		Hoyle; Martin David	10-2000
	US6160570		Sitnik, Eran	12-2000

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁	
	Open Sesame, "Learn Sesame", (copyright 1998) 3 pgs.		
	Aptex Software, "SelectCast for Ad Servers", 4 pgs.		
	Aptex Software, "SelectCast for Commerce Servers", 2 pgs.		

Examiner Signature		Date Considered	
---------------------------	--	------------------------	--

1/31/2006

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/591,577
		Filing Date	09 June 2000
		First Named Inventor	Charles A. Eldering
		Group Art Unit	3622
		Examiner Name	Retta, Yehdega
Sheet	3	of	3
		Attorney Docket Number	T702-03

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US6236978		Tuzhilin; Alexander S.	05-2001
	US6286140		Ivanyi; Thomas P.	09-2001
	US6327574		Kramer; Glenn A.	12-2001
	US6400996		Hoffberg et al	09-2002
	US6446261		Rosser; Roy J.	09-2002
	US6560578		Eldering; Charles A.	05-2003
	US6684194		Eldering; Charles A.	01-2004
	US6714917		Eldering; Charles A.	03-2004
	US6820062		Gupta; Om P.	11-2004
	US5550928		Lu; Daozheng	08-1996
	US5585865		Amano; Toshio	12-1996
	US5661516		Carles; John B.	08-1997
	US5703655		Corey; Douglas Arthur	12-1997
	US5761662		Dasan; Vasanthan S.	06-1998
	US5768592		Chang; Pohua	06-1998
	US5796952		Davis; Owen	08-1998
	US5818935		Maa; Chia-Yiu	10-1998
	US5819156		Belmont; Brian V.	10-1998
	US5857190		Brown; Matt	01-1999
	US5872588		Aras; Caglan M.	02-1999
	US5912696		Bueh; Joseph G.	06-1999
	US5933811		Angles; Paul D.	08-1999
	US5974396		Anderson; Michael W.	10-1999
	US6026368		Brown; Yale Robert	02-2000
	US6205247		Breuer et al	03-2001
	US6286005		Cannon; Mark E.	09-2001
	US6460036		Herz; Frederick S. M.	10-2002
	20010049620		Eldering; Charles A.	12-2004
	20020095676		Knee; Robert A.	07-2002
	20020194058		Eldering; Charles A.	12-2002
	20030004810		Eldering; Charles A.	01-2003
	20030135853		Goldman; Phillip Y.	07-2003
	09/516,983		Eldering; Charles A.	
	09/635,542		Eldering; Charles A.	
	09/807,887		Eldering; Charles	
	09/857,160		Eldering; Charles A.	
	09/857,256		Eldering; Charles A.	
	11/196,774		Flickinger, Gregory	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

1/31/2006

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.